ISU MANAGEMENT GUIDE - Q4' 17

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Whats new?

Introduction of "Flex iPad"

Out Of Store Policy Updated

Updates in relation to the new version of Rio

General Formatting Changes

Category Naming has been changed to align with Retail Evolution

Objective

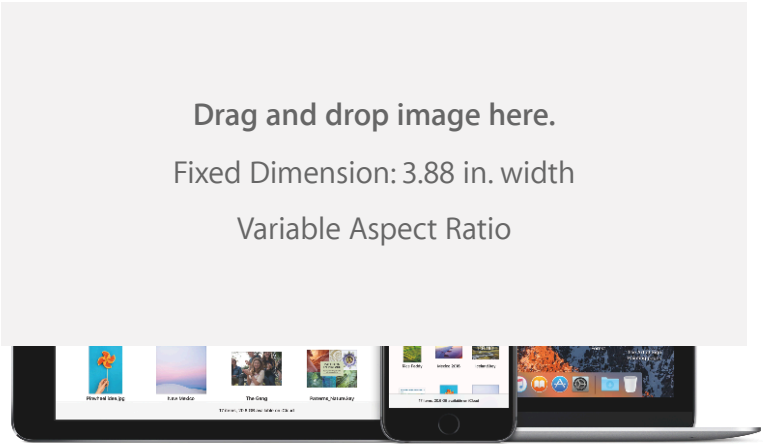
Our stores use our amazing technology to help customers every day. It is up to all of us to maintain these devices and to use them within Apple policy.

When reviewing quantities with the ISU Calculator be reasonable and sensible. Only use what is needed, don't exceed the limit. If you don't have the right number of devices partner with your Leadership Team and Field Leader for advice before requesting authorization via Store Support.

Identifying ISU

Overview

In Store Use (ISU) devices include iPad, iPhone and Mac that you use everyday to support the operations of your store. For example, Flex iPad devices for appointments at the Genius Bar or the Visual Merchandising Portable used for imaging Demo devices.



Imaging Devices

ISU devices will be imaged with data security as a priority because they will be handling customer information. This means updates may not be as frequent. All ISU must be imaged and must not be setup with personal employee data.

ISU or Demo?

Dependent on its use, technology will be moved to either ISU or Demo. Some examples for Demo include the devices displayed in the Product Zone for customers (iPad Pro, Apple TV and iPhone). These will need to be imaged with the correct Demo image to be presented to customers. ISU equipment is used by teams to support tasks and operations in stores. These tools will be imaged with systems provided by either IS&T or Retail Technology.

ISU or Expense?

Stores often require accessories for use in Genius Bar appointments or with ISU devices. If these accessories were recorded as ISU inventory then managing and auditing a store's ISU would be significantly more difficult. For this reason, approval to expense specific accessories has been given. These expensed items become non-inventory and will no longer be audited with the rest of a store's ISU equipment.

Managing ISU

Overview

ISU devices are inventory just like the products sold to customers and the service parts used at the Genius Bar. Backstage teams manage this inventory in a system called Rio. To successfully maintain ISU inventory, the whole team must support the organization and standards set for these products.

Rio

The inventory system Rio is used to view and edit ISU devices in store. Employees with SAP Retail access will be able to add, remove and edit devices in Rio. Everyone is able to view all of the ISU inventory in their own store.

Rio Categories

ISU inventory can be organized in Rio using locations, groups and categories. Locations and groups are useful for auditing ISU inventory and help Backstage teams manage this in store. Categories now directly impact the way in which a device is set up and what enrollment configuration is applied by Casper MDM.

Available Part Numbers

Categories can only be assigned to specific part numbers. For example, the ISU Speakers Category will only allow stores to assign a Beats Pill Speaker. These restrictions are set by Global Retail Support to align stores Worldwide.

Network Connection

The devices that can connect to the secure Argon network are managed by its category. Issacs and Apple Store Pickup notification devices are examples that can only connect to Argon due to their assigned Category.

Requesting Additional ISU

Category limits are set in the ISU Calculator. If a store requests additional ISU and their Category limits have been reached, further investigation will be required to reassign devices before assessing the request for additional inventory.

Quantities

The number of ISU devices allocated to stores has been calculated by Global Retail Support based on a number of factors. For example headcount affects Isaac and iPad devices that would be allocated, Store layout decides how many Backstage Workstations and Visuals merchandising portables are allocated. These quantities are detailed in the ISU Calculator, which is available on RetailMe (see References).

Follow the ISU Calculator to determine the limit of available ISU inventory for any item.

Looking after ISU

It is important to maintain the store's ISU inventory in both standards and functionality. ISU technology is for everyone in store and is everyone's responsibility maintain. When devices stop working or get damaged, timely communication and action will reduce the time that stores are without the technology they need. Teams should not wait until they have a lot of damaged devices before following the process to repair or replace them.

A focus on employee behaviors can improve the lifespan of ISU technology, reduce time spent without access to these devices and reduce the cost to Apple of replacing ISU devices excessively.

ISU Processes

Overview

Properly managing ISU inventory can be a challenge. Knowing when devices should be replaced or upgraded, returned to warehouse or repaired introduces a lot of questions. Following this guide will support stores in making the right decisions and follow Policy.

Additional ISU

If a team feels they need more ISU inventory than is allocated, it is important to work with the Leadership team to identify where this need has come from. Check that all allocated devices are functional and available to the team that needs them. Store Leaders can provide guidance on how existing ISU can be best utilized, but can't override Limits or part numbers in the ISU Calculator. These are managed by Global Retail Support.

If all allocated ISU inventory is available and a store still requires more, an Escalator can be submitted to request this.

Repair or Replace?

When there are issues with ISU devices, follow guidance on GSX Article RS76. This will provide direction to repair or replace ISU devices within policy.

End Of Life ISU

Replacing defective or damaged ISU devices with EOL inventory will not be possible. There will be a period of time when EOL product can't be requested from RFO, and new products are in the process of being approved for ISU. During this time, stores can only repurpose existing ISU.

Communication will come from Global Retail Support via RetailMe to inform stores when a different part number can be used.

It is vital that replacing ISU is done in a timely manner to avoid stores being unable to replace defective devices during EOL periods.

Updates to ISU

If stores have previous generation ISU devices they should not replace unless directed to by Global Retail Support. Updates are managed centrally to ensure compatibility and maintain inventory levels. The impact of a store replacing one device may seem small, but if every store did this it would have a significant impact.

Upgrade tasks will appear in RetailMe and will have clear instruction from Global Retail Support regarding how and what to upgrade. **Any upgrades outside of these tasks are not permitted without approval.** Apply the same decision making to accessories expensed to be used with ISU devices. Consider the environmental impact of decisions in store. When upgrading, older devices must be RTW.

For computers that are running slowly, stores should contact the IS&T Helpline to troubleshoot any software issues before considering updating hardware.

ISU for Accessibility

If a store has an employee with accessibility requirements, they should e-mail Store Support with details of what devices are required and the intended use. ISU quantities for a store can be adjusted where appropriate to align with these requirements. This will always be assessed on an individual basis. This may require an iForm to be raised initially so that the employees needs can be appropriately reviewed.

Behind The Decisions

Overview

ISU devices are carefully selected to balance the needs of the software requirements, compatibility, cost, and Employee and Customer experience. It is important that stores follow guidance on which specific part numbers can be used for each device and not upgrade them or the software unless instructed to do so by Global Retail Support or IS&T.

The focus on staying within ISU Calculator Limits and correctly categorizing these items is important for future enhancements and updates.

Limits not Targets

Using the ISU Calculator, stores can review the quantity limit for each device and category. The limit number is the maximum amount a store can have but could have less if they are not required. The quantities are calculated based on a number of factors including store headcount and usage requirements. These are reviewed quarterly to maintain adequate resources for stores.

iCloud and ISU

Personal iCloud accounts must not be used on ISU devices, nor should custom iCloud accounts be created for this purpose. It is important that personal devices are not used to perform Apple business. Apple e-mail or Calendar accounts should not be used on personal devices.

Accessibility

Overview

Accessibility features built in to Apple technology can be utilized in ISU devices to support the needs of teams. There are many ways this can be achieved and we are continuing to improve the integration of accessibility into ISU devices.

Apple Watch

Paired with an ISU iPhone, the Apple Watch can provide haptic alerts to notify the wearer. Team members with accessibility needs who work with Runner or Apple Store Pickup can benefit from Apple Watch.

VoiceOver in EasyPay

The screen reading functionality of VoiceOver will support blind or low vision users in the EasyPay app. This is built into iOS and the EasyPay app so can benefit any team member who uses EasyPay.

iPad as a Communication Device

Employees with speech impairments can benefit from using an ISU iPad as communication devices. It is important that no customer data is retained on these devices.

Out of Store and AOU

Overview

ISU devices are designed to be used within the walls of Apple Retail stores, but there are exceptions. When ISU inventory leaves the store, it is important that strict procedures are followed to ensure we are protecting Apple's confidential data. Only specific ISU devices are permitted to leave the store and there is a detailed process for each time this happens.

ISU Eligibility

The only devices that can go out of store are "Joint Venture Loaner" and "Talent Portable" portables. When these devices leave the store they must be correctly setup so confidential data isn't shared.

The Joint Venture Loaner devices are managed through MobileGenius and information about the case associated can be viewed in Rio. The Talent Portable needs to be manually "checked out" in Rio. The location needs to be changed to "Out of Store" and notes added to explain who is using the Talent Portable and for how long. The Talent Portable is also assigned for training purposes where required e.g. hosting Market Core.

All other types of ISU device should remain in store at all times.

Apple Own Use (AOU)

Global Retail Support will provide non-inventory devices to certain roles in store. These devices are not managed or visible in Rio, but are recorded by Global Retail Support before they are sent to stores. Other than these devices, individuals should never be assigned their own ISU inventory.

Security

Overview

It is important to protect customer and employee data and ISU devices are managed to support this. Confidential data is protected by your AppleConnect. For iOS devices approved applications are automatically deployed as part of the device enrollment when they are set up. For devices running macOS approved applications can now be installed via Self Service. Requests for additional software should be submitted via the IS&T HelpLine.

Third Party Software

Any software installed on computers in ISU must be installed by IS&T. No other third party software is approved for use as this puts Apple's confidential data at risk and has not been licensed to use in store. Personal licenses or licenses obtained from the Source must not be used on Apple Owned systems

File Sharing

To protect confidential information, cloud or file-sharing applications should never be used on ISU Mac computers or mobile devices. Backstage Workstations are able to securely share files over ethernet on the BOH Network. To move files between Backstage Workstations and non-IS&T Managed systems, Attaché should be used.

Personal Apple email accounts should not be set up on any mobile or portable ISU devices. Examples of other tools that should never be used on ISU devices include Dropbox, Evernote and Google Docs.

Securing Devices and Data

You are responsible for all activity conducted under your AppleConnect or within your email. Logout from all applications and sites when not in use or when a device is unattended.

Before sending a Mac back via the RTW process it should be erased using the seven-pass security option. Loss Prevention should be contacted immediately if an ISU device is lost or stolen.

ISU Calculator

Overview

For stores to properly manage their ISU inventory, they need to know which devices they should be using and how many. The ISU Calculator available on RetailMe will provide this detail for each store. The quantities are updated on a quarterly basis.

ISU Part Numbers

The ISU Calculator will always reflect the most recently approved part for each category and should be referred to ONLY when replacing a damaged or defective device. Devices should NOT be replaced based solely on an updated part number.

RIO Category Purposes

Product Zone Devices

Carrier iPad	Used by all employees to display and process carrier plans and activation, and for Finance applications (certain countries only)
On Point iPad	Used by Leaders and On Point roles to manage customer journey and daily operations of the stor
Flex iPhone	Used by store teams to support launch events, contact carriers or other vendors.
Carrier Portable	Used by all employees to display carrier plans (certain countries only)
Business Portable	Used by Business teams (in Backstage only) for Engage access. Setup with a managed KTA image.

Genius Bar Devices

Genius Bar Portable	Used by Geniuses, Technical Experts, Technical Specialists and Genius Admins to support the Genius Bar experience including HDI process
Data Migration Portable	Used by Geniuses, Technical Experts, Technical Specialists and Genius Admins in the data transfer process.
Joint Venture Loaner	Loaned to Joint Venture customers during Genius Bar repairs
Genius Bar Server	Provides diagnostic and imaging resources for use with customer machines

Operations Devices

Visual Merchandising Portable	Used by all employees to image Demo devices
Operations iPhone	Used by P&O Specialists and IS&T as a direct line into store
Alert Device	Connected to speaker to alert teams of Runner Request notifications
Alert Device Argon	Connected to speaker to alert teams of Apple Pickup notifications
ISU Speakers	Connected to Alert Devices, and for use in Technology Station.

Store Devices

Flex iPad	Used by all employees to support customer experience across the store and stay up to date with process and product changes.
Isaac iPhone (specific Geos)	Used by all employees to support customer experience across the store with sled
Isaac iPod (specific Geos)	Used by all employees to support customer experience across the store
Support iPhone	Used by Leaders for employee calls, customer NetPromoter calls and contact with vendors
Backstage Workstation	iMac 27" - Used by Leaders in secure office iMac 21.5" - Used by all employees for store operational tasks and break area use
Communications Board	Used by all employees for store operational tasks and break area use
Talent Portable	Used by Leaders and ISGT/Creatives for hiring and training events
Papermill Portable	Used to fill in candidate paperwork without providing access to secure areas (US only)
IS&T Isaac Server	Stores local data accessed by IS&T managed devices
Background Music Mac mini	Stores local data for Background music in store